

ATVI Summary as of August 5, 2014

Unless otherwise explicitly stated, all data and comments, including forward-looking information, are current as of August 5, 2014 only. Activision Blizzard undertakes no duty to update or revise any forward-looking information contained herein. This is a summary document only. For more detailed information, please refer to Activision Blizzard's earnings release dated August 5, 2014 and the Company's reports and filings with the SEC.

Stock Information¹:

Price per share as of 7/28/14 (\$)	23.37	Q2 2014 TTM GAAP EPS (\$)	0.95
2014 Dividend/share (\$)	0.20	Q2 2014 TTM Non-GAAP [†] EPS (\$)	1.12
Daily volume on 7/28/14 (M)	6.0	Q2 2014 TTM FCF/diluted share ² (\$)	1.31
50-day avg. vol., ending 7/28/14 (M)	6.7	Cash and investments ⁴ /diluted share ² (\$)	5.69
Shs. Outstanding ² (M)	741	Book Value/diluted share ² (\$)	9.68
Market Cap. as of 7/28/14 (\$B)	16.7	Total cash and investments ⁴ (\$B)	4.21
Enterprise Value as of 7/28/14 ³ (\$B)	16.9	Total debt as of 6/30/14 (\$B)	4.37
Beta as 7/28/14	1.37		

Full Year EPS and Outlook:

	2010	2011	2012	2013	2014E ^{††}
GAAP EPS	\$0.33	\$0.92	\$1.01	\$0.95	\$0.91
Non-GAAP [†] EPS	\$0.79	\$0.93	\$1.18	\$0.94	\$1.29

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¹NASDAQ OMX. ²Based on weighted average shares outstanding for the quarter ending June 30, 2014. ³Using 6/30 cash and investments of \$4.21B and debt of \$4.37B. ⁴Includes short-term and long-term investments.

Expanding our Portfolio and Reach



Going from 5 to 9 Valuable Franchises in 2014 and Beyond



Expecting Strong Cash Flow and Record Non-GAAP[†] EPS^{††} in 2014

[†]For a full reconciliation of GAAP to non-GAAP numbers and for more detailed information concerning the Company's financial results for the quarter ended June 30, 2014, please refer to the tables attached to Company's earnings release dated August 5, 2014, which is available on our website, www.activisionblizzard.com. ^{††}Our outlook is based on assumptions about sell-through rates for our products and the launch timing, success and pricing of our slate of new products, all of which are subject to significant risks and uncertainties, including possible declines in the overall demand for video games and in the demand for our products, the dependence in the interactive software industry and by us on an increasingly limited number of popular franchises for a disproportionately high percentage of revenues and profits, our ability to predict shifts in consumer preferences among genres and competition. Our outlook is also subject to other risks and uncertainties including litigation and associated costs, fluctuations in foreign exchange and tax rates, counterparty risks relating to customers, financing providers, licensees, licensors and manufacturers. As a result of these and other factors (including those mentioned in our most recent Annual Report on Form 10-K and our other filings with the SEC) actual results may deviate materially from the outlook presented above.

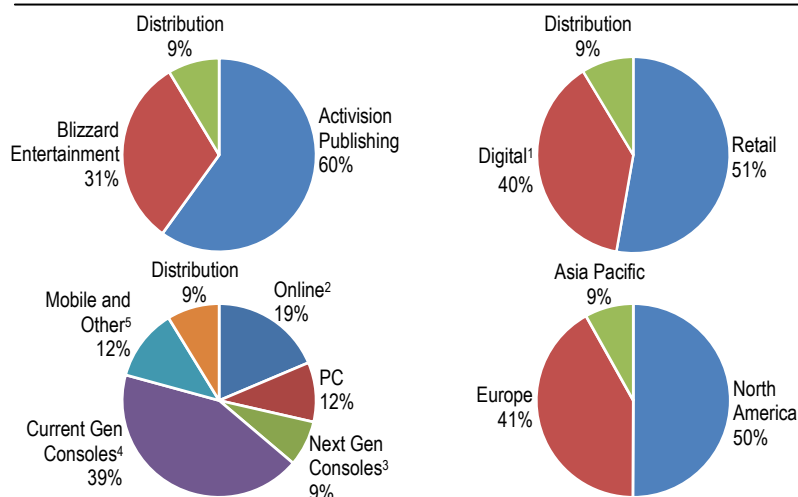
Segment Performance

	Non-GAAP [†]			Y/Y	Non-GAAP [†] TTM			Y/Y
	Q2 2012	Q2 2013	Q2 2014		Q2 2012	Q2 2013	Q2 2014	
Revenues (\$B)								
Activision	0.37	0.35	0.25	-29	2.83	3.20	2.61	-18
Blizzard	0.63	0.22	0.34	55	1.46	1.28	1.37	7
Distribution	0.05	0.04	0.07	75	0.39	0.28	0.38	36
Total	1.05	0.61	0.66	8	4.68	4.76	4.36	-8
Operating Income (\$B)								
Activision	(0.07)	0.06	(0.03)	NM	0.71	1.21	0.77	-36
Blizzard	0.37	0.06	0.14	133	0.65	0.45	0.56	24
Distribution	—	—	—	0	0.01	0.01	0.01	0
Total	0.30	0.12	0.11	-8	1.37	1.67	1.34	-20
Operating Margin								
Activision	0.0%	17.1%	0.0%		24.7%	37.8%	29.5%	
Blizzard	58.5%	27.3%	44.1%		44.5%	35.2%	41.6%	
Distribution	0.0%	0.0%	0.0%		2.6%	3.6%	2.6%	
Total	28.5%	19.6%	17.2%		29.3%	35.1%	30.7%	

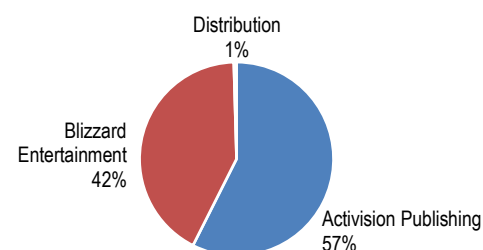
Revenue Breakdowns

	GAAP TTM			Y/Y	Non-GAAP [†] TTM			Y/Y
	Q2 2012	Q2 2013	Q2 2014		Q2 2012	Q2 2013	Q2 2014	
Distribution Channels (\$B)								
Retail	2.57	3.06	2.26	-26	2.80	2.86	2.22	-22
Digital online channels ¹	1.45	1.64	1.65	1	1.49	1.62	1.76	9
Distribution	0.39	0.28	0.38	36	0.39	0.28	0.38	36
Total	4.41	4.98	4.29	-14	4.68	4.76	4.36	-8
Platforms (\$B)								
Online ²	1.08	1.02	0.80	-22	0.97	1.04	0.81	-22
PC	0.29	0.67	0.43	-36	0.63	0.39	0.52	33
Next Gen Consoles ³	0.00	0.03	0.32	NM	0.00	0.04	0.40	NM
Current Gen Consoles ⁴	2.21	2.29	1.85	-19	2.25	2.32	1.72	-26
Mobile and Other ⁵	0.44	0.69	0.51	-26	0.44	0.69	0.53	-23
Distribution	0.39	0.28	0.38	36	0.39	0.28	0.38	36
Total	4.41	4.98	4.29	-14	4.68	4.76	4.36	-8
Geography (\$B)								
North America	2.24	2.57	2.15	-16	2.31	2.50	2.19	-12
Europe	1.82	1.97	1.79	-9	1.93	1.90	1.78	-6
Asia Pacific	0.35	0.44	0.35	-20	0.44	0.36	0.39	8
Total	4.41	4.98	4.29	-14	4.68	4.76	4.36	-8

Q2 2014 TTM Non-GAAP[†] Revenues



Q2 2014 TTM Non-GAAP[†] Operating Income



¹Digital includes revenues from subscriptions, memberships and licensing royalties, value added services, downloadable content, digitally distributed products, and wireless devices.
²All World of Warcraft and Call of Duty Elite memberships ³Wii-U, PS4, Xbox One. ⁴Wii, PS3, Xbox 360 ⁵Mobile and Other includes toys, mobile, and other accessories and handheld.

Outlook, as of Aug. 5, 2014^{††}

	Q3, GAAP	Q3, Non-GAAP*	2014, GAAP	2014, Non-GAAP*
Revenues	\$650M	\$975M	\$4,240M	\$4,700M
COGS (Prod/Online)	27%	25%	28%	26%
Op Ex, including Royalties	76%	60%	47%	43%
Operating Margin**	-3%	15%	25%	32%
Interest Expense	\$52M	\$52M	\$208M	\$208M
Tax Rate	30%	19%	22%	25%
EPS**	\$(0.07)	\$0.11	\$0.91	\$1.29
Fully diluted weighted average shares***	719M****	745M	750M	750M

* Non-GAAP information reconciliation tables in the appendix of the earnings release dated August 5, 2014, which is available on www.activisionblizzard.com.

** May not recalculate due to rounding. *** Including fully diluted shares and participating securities based on average share price. **** With expected GAAP net losses in Q3 2014, basic weighted average shares are used in the losses per share calculation.

Q2 2014 Results

	Q2 2013	Q2 2014
GAAP Net Revenues, \$M	1,050	970
GAAP EPS, \$	0.28	0.28
Non-GAAP [†] Net Revenues, \$M	608	658
Non-GAAP [†] EPS, \$	0.08	0.06

Cash Flows, Repurchases and Dividends, \$M

	2009	2010	2011	2012	2013
Operating Cash Flow (OCF)	1,183	1,376	952	1,345	1,264
Capital Expenditures (CapEx)	69	97	72	73	74
Free Cash Flow (FCF*)	1,114	1,279	880	1,272	1,190
Repurchases and Dividends	1,109	1,148	886	519	6,046

*FCF represents OCF minus CapEx.

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